

"Somebody had a good idea!"



PASSENGER NO. 5: It was a triple play...my wife, to Stetson, to me! **HOSTESS:** Smart wife, smart hat, smart you!



PASSENGER NO. 5: Let this be a lesson to you, my floppy-hatted friend. The quicker you replace that moss-covered ruin with a "Stratoliner," the better.

PASSENGER NO. 6: My wife has already raised certain objections to it. In fact, she has turned on the heat in a big way.



PASSENGER NO. 5: And here you are making another big mistake...you're passing a Stetson hat store!

PASSENGER NO. 6: I give up! Let's go in. I like that "Stratoliner" of yours...little airplane pin...light, soft, good-looking.



PASSENGER NO. 5: Now picture the joy of your household as you return crowned with that masterpiece!

PASSENGER NO. 6: Not bad. Not bad. And that Stetson label means a lot to me, too. I like quality stuff as well as any man...Sold.

The STETSON Stratoliner

\$7.50

STETSON HATS ARE ALSO MADE IN CANADA

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